



Governor's 2010 Census Outreach

The Success of the Census, **IT'S IN OUR HANDS MARYLAND!**
Maryland State Government Complete Count Committee (MSGCCC)

Maryland 2010 State Employee and Constituent Awareness Program (SECAP)

Purpose: To enlist the support of Maryland State employees to communicate to their co-workers, constituents, service providers, family, friends and neighbors the importance of completing and returning the 2010 Census questionnaire by providing accurate and positive messages about the Census.

Work Group Meeting -April 22, 2009

1. Leadership Staff – Linda Janey, Marco Merrick, Jane Traynham
2. State Agencies asked to Take a Leadership Role for SECAP
 - a. Department of General Services
 - b. Department of Transportation
 - c. Department of Business and Economic Development
3. Other State Agencies to Participate – Identify and List:
 - a. Agencies with Major Direct Public/Constituent Contact
 - b. Other Agencies Choosing to Participate
4. Next Steps
 - a. Program Guidelines
 - b. Scheduling of Agency Briefing Meeting to Solidify Support for SECAP & Major Outreach Commitments:

April 24 to May 15, 2009	Create an Agency Work Group to oversee and direct the implementation of SECAP
By May 15 th	Establish Link from Agency Website to MDP Census 2010 Outreach Website www.census.state.md.us
May 16 to May 31, 2009	Prepare list of major agency/office locations with constituent services where outreach materials are likely to have maximum exposure.
May 16 to June 15, 2009	Determine end of FY funds available to support “combined agency” printing of outreach brochure, medium size 11x15 Poster; use of in-kind resources
September 1 to October 31, 2009	Post in key locations Census 2010 Outreach Brochure & Poster to mark six month countdown.
 - c. Mark your calendar, our next meeting is scheduled for May/June?, 2009
 - Review Status of Above
 - Create Survey Form for determining agency needs for outreach materials, for period February thru March 2010 (e.g. banners, table top displays, posters, brochures, vehicle stickers, interior and exterior bus & transit cards, video clips and podcasts).
 - Assess availability of agency in-kind services, “combined agency” procurement to support the above (e.g. printing).
 - Review Census Message and Agency Need for Specific Posters (e.g. census funding benefits posters)